The EcoInfo label is based on the Energy Guide label and nutritional information facts on food packaging. Ideally, this label would be standardized and government mandated to be included on all products. Because EcoInfo would be on all products, people would be continually exposed to it, trust it, and use it to make ecologically conscious decisions.

We feel that most consumers are interested in the answers to three environmental questions: How much does the product affect global warming? How can I recycle the product? What is the energy savings of this product compared to another similar product? EcoInfo answers these questions by comparing the product’s energy usage, contribution to air pollution, and resource use to other products within the same product category. EcoInfo displays this information and the product’s associated “ranking” through color-coded tabs and slider scales. Colors and sliders help ground abstract data by providing a basis for comparison and help consumers make informed, at-a-glance decisions when purchasing.

Both C2C and EPEAT certifications have large checklists in order to achieve certification. Our Eco-label has distilled this list of important considerations into the specific issues that are of most importance to users, and the considerations that we believe are most compelling to convince non-eco-concerned individuals to pay attention to their consumption.